
CLAIMS

What is claimed is:

1. A method for providing discounted media placement to a plurality of advertisers, the method comprising acts of:

5 acting as an intermediary between a media provider and the plurality of
advertisers;
 receiving a large block of media at a volume-discounted price from
a media provider;
 dividing the large block of media into a plurality of smaller media
10 blocks;
 providing a first smaller media block to a first advertiser at a first
volume-discounted price; and
 providing a second smaller media block to a second advertiser at a
second volume-discounted price, whereby through receiving and dividing
15 the large block of media into a plurality of smaller media blocks, the
plurality of advertisers receive media placement at a volume-discounted
price.

2. A method for providing discounted media placement to a plurality of advertisers
20 as set forth in Claim 1, wherein the act of receiving a large block of media at a
volume-discounted price from a media provider, the large block of media is
received in a form selected from a group consisting of radio, television, a
tradeshow, a billboard, Internet, a sponsorship advertisement, television
placement, a print advertisement, and an Internet keyword.

- 25 3. A method for providing discounted media placement to a plurality of advertisers
as set forth in Claim 2, wherein the act of acting as an intermediary between a
media provider and the plurality of advertisers, further comprises an act of

negotiating directly with the media provider for a discounted price based on volume.

4. A method for providing discounted media placement to a plurality of advertisers as set forth in Claim 3, wherein the act of dividing the large block of media into a plurality of smaller media blocks further comprises acts of:

breaking up the large media block into the plurality of smaller media blocks, where each of the plurality of smaller media blocks is a participation opportunity; and

offering the participation opportunity to an advertiser.

5. A method for providing discounted media placement to a plurality of advertisers as set forth in Claim 1, wherein the act of acting as an intermediary between a media provider and the plurality of advertisers, further comprises an act of negotiating directly with the media provider for a discounted price based on volume.

6. A method for providing discounted media placement to a plurality of advertisers as set forth in Claim 1, wherein the act of dividing the large block of media into a plurality of smaller media blocks further comprises acts of:

breaking up the large media block into the plurality of smaller media blocks, where each of the plurality of smaller media blocks is a participation opportunity; and

offering the participation opportunity to an advertiser.

7. A method for providing discounted marketing services to an advertiser in a specific industry, the method comprising acts of researching a market in a specific industry;

developing a media plan for a plurality of advertisers in the specific industry;

negotiating directly with a media provider for a discounted price on a large block of media based on volume;

5 dividing the large block of media into a plurality of smaller blocks, where each smaller block of media is a participation opportunity; and

 selling the participation opportunity to an advertiser, whereby through negotiating for and dividing the large block of media into a plurality of smaller blocks, an advertiser purchasing a participation opportunity receives media
10 placement at a volume-discounted price.

8. A method for providing discounted marketing services to an advertiser in a specific industry as set forth in Claim 7, wherein the act of researching a market in specific industry further comprises an act of selecting an industry from a group
15 consisting of a financial services industry, automotive industry, computer industry, real estate industry, and transportation industry.

9. A method for providing discounted marketing services to an advertiser in a specific industry as set forth in Claim 8, wherein the act of developing a media
20 plan for a plurality of advertisers in the specific industry further comprises an act of selecting credit unions as an industry segment within the financial services industry.

10. An Internet-based method for providing discounted Internet media placement to a plurality of advertisers, the method comprising acts of:

25 acting as an intermediary between an Internet-based media provider and the plurality of advertisers;

 selecting and receiving a navigation key from the media provider;

developing an exhibit that corresponds to the navigation key and is retrieved when a user utilizes the navigation key with a search engine, the exhibit being linked to a jump page;

developing a jump page that is opened by clicking on the exhibit;

5 providing a first media placement on the jump page to a first advertiser at a first discounted price; and

providing a second media placement on the jump page to a second advertiser at a second discounted price, whereby through receiving a navigation key that retrieves an exhibit when used with a search engine
10 and linking the exhibit to a jump page where the plurality of advertisers receive media placement, the plurality of advertisers receive Internet media placement at a discounted price.

11. An Internet-based method for providing discounted Internet media placement as
15 set forth in Claim 10, further comprising an act of linking each media placement to a desired website, thereby allowing a user to click on the media placement and load information from the desired website, each click and load constituting a single click-through.

20 12. An Internet-based method for providing discounted Internet media placement as set forth in Claim 11, further comprising an act of selling a set number of click-throughs to each individual advertiser.

25 13. An Internet-based method for providing discounted Internet media placement as set forth in Claim 12, further comprising an act of removing the individual advertiser's media placement from the jump page when the set number has been reached.

14. An Internet-based method for providing discounted Internet media placement as set forth in Claim 13, further comprising acts of:
notifying the individual advertiser of the removal; and
offering an opportunity to purchase additional click-throughs.
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15. An Internet-based method for providing discounted Internet media placement as set forth in Claim 14, further comprising an act of returning the individual advertiser's media placement to the jump page after having purchased additional click-throughs.
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16. An Internet-based method for providing discounted Internet media placement as set forth in Claim 15, wherein the acts of removing the media placement from the jump page and returning the media placement to the jump page are automated.
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17. An Internet-based method for providing discounted Internet media placement as set forth in Claim 16, further comprising an act of providing an Internet-accessible user interface.
18. An Internet-based method for providing discounted Internet media placement as set forth in Claim 17, further comprising an act of configuring the user interface to allow each individual advertiser to purchase additional click-throughs.
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19. An Internet-based method for providing discounted Internet media placement as set forth in Claim 18, further comprising an act of configuring the user interface to allow each individual advertiser to select media to be placed on the jump page.
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20. An Internet-based method for providing discounted Internet media placement as set forth in Claim 19, further comprising an act of rotating a plurality of advertisers' exposure on the jump page, where the jump page contains space for a

predetermined number of media placements such that when that number is exceeded, a plurality of advertisers' presence on the jump page is rotated, thereby providing additional advertisers with media placement at a volume-discounted price.

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21. An Internet-based method for providing discounted Internet media placement as set forth in Claim 10, further comprising an act of providing an Internet-accessible user interface.

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22. An Internet-based method for providing discounted Internet media placement as set forth in Claim 21, further comprising an act of configuring the user interface to allow each individual advertiser to select media to be placed on the jump page.

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23. An Internet-based method for providing discounted Internet media placement as set forth in Claim 10, further comprising an act of rotating a plurality of advertisers' exposure on the jump page, where the jump page contains space for a predetermined number of media placements such that when that number is exceeded, a plurality of advertisers' presence on the jump page is rotated, thereby providing additional advertisers with media placement at a volume-discounted price.

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24. An Internet-based system for providing discounted Internet media placement to a plurality of advertisers, the system comprising:

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a data processing system for storing a jump page, the jump page including a first media placement for a first advertiser stored at a first discounted price and a second media placement for a second advertiser stored at a second discounted price, the jump page being loaded by clicking on an exhibit that corresponds to a navigation key, where through linking the exhibit to a jump page where a plurality

of advertisers receive media placement, the plurality of advertisers receive Internet media placement at a discounted price.

- 5 25. An Internet-based system for providing discounted Internet media placement as set forth in Claim 24, wherein each media placement on the data processing system is linked to a desired website on an corresponding server computer, allowing a user to click on the media placement and load the desired website, each click and load constituting a single click-through.
- 10 26. An Internet-based system for providing discounted Internet media placement as set forth in Claim 25, wherein the system includes a counter that stores the number of click-throughs, and when the counter reaches a predetermined level, the advertiser is notified and offered an opportunity to purchase additional click-throughs.
- 15 27. An Internet-based system for providing discounted Internet media placement as set forth in Claim 26, wherein each individual advertiser purchases a set number of click-throughs, such that when the set number is reached, the system removes the individual advertiser's media placement from the jump page, and where
- 20 through purchasing additional click-throughs, the system returns the individual advertiser's corresponding media placement to the jump page.
- 25 28. An Internet-based system for providing discounted Internet media placement as set forth in Claim 27, wherein the system by which the media placement is removed from the jump page and by which the media placement is returned to the jump page is automated.

29. An Internet-based system for providing discounted Internet media placement as set forth in Claim 28, wherein the data processing system further comprises an Internet-accessible user interface.

5 30. An Internet-based system for providing discounted Internet media placement as set forth in Claim 29, wherein the user interface is configured to allow each individual advertiser to purchase additional click-throughs.

10 31. An Internet-based system for providing discounted Internet media placement as set forth in Claim 30, wherein the user interface is configured to allow each individual advertiser to select media to be placed on the jump page.

15 32. An Internet-based system for providing discounted Internet media placement as set forth in Claim 31, further comprising a means for rotating a plurality of advertisers' exposure on the jump page, where the jump page contains space for a predetermined number of media placements such that when that number is exceeded, a plurality of advertisers' presence on the jump page is rotated, thereby providing additional advertisers with media placement at a volume-discounted price.

20 33. An Internet-based system for providing discounted Internet media placement as set forth in Claim 24, wherein the data processing system further comprises an Internet-accessible user interface.

25 34. An Internet-based system for providing discounted Internet media placement as set forth in Claim 33, wherein the user interface is configured to allow each individual advertiser to select media to be placed on the jump page.

35. An Internet-based system for providing discounted Internet media placement as set forth in Claim 24, further comprising a means for rotating a plurality of advertisers' exposure on the jump page, where the jump page contains space for a predetermined number of media placements such that when that number is exceeded, a plurality of advertisers' presence on the jump page is rotated, thereby providing additional advertisers with media placement at a volume-discounted price.

36. A computer program product for providing discounted Internet media placement to a plurality of advertisers, the computer program product comprising computer-readable instructions encoded on a computer-readable medium for causing a server computer to:

receive input information regarding an advertisement purchased on a search engine;

receive requests for media placement from prospective advertisers;

sell media placements to the advertisers at a determined price;

receive advertisements from the advertisers to which media placements were sold;

receive a download request from a user's computer, where the download request is from a user searching on the search engine;

generate a jump page partitioning an advertising page into a plurality of media placements where, when loaded, the jump page displays media placements purchased by advertisers.

37. A computer program product for providing discounted Internet media placement to a plurality of advertisers set forth in Claim 36, further comprising a means for linking each media placement to a corresponding advertiser's website, causing a user's computer to load a page from the respective advertiser's website when a

user click's on the media placement, each click and load constituting a single click-through.

5 38. A computer program product for providing discounted Internet media placement to a plurality of advertisers as set forth in Claim 37, further comprising means for selling a set number of click-throughs to each individual advertiser.

10 39. A computer program product for providing discounted Internet media placement to a plurality of advertisers as set forth in Claim 38, further comprising means for removing the individual advertiser's media placement from the jump page when the set number has been reached.

15 40. A computer program product for providing discounted Internet media placement to a plurality of advertisers set forth in Claim 39, further comprising means for notifying the individual advertiser of the removal; and a means for offering an opportunity to purchase additional click-throughs.

20 41. A computer program product for providing discounted Internet media placement to a plurality of advertisers as set forth in Claim 40, further comprising means for returning the individual advertiser's media placement to the jump page after having purchased additional click-throughs.

25 42. A computer program product for providing discounted Internet media placement to a plurality of advertisers set forth in Claim 41, further comprising means for providing an Internet-accessible user interface.

43. A computer program product for providing discounted Internet media placement to a plurality of advertisers set forth in Claim 42, further comprising means for

configuring the user interface to allow each individual advertiser to purchase additional click-throughs.

5 44. A computer program product for providing discounted Internet media placement to a plurality of advertisers as set forth in Claim 43, further comprising means for configuring the user interface to allow each individual advertiser to select media to be placed on the jump page.

10 45. A computer program product for providing discounted Internet media placement to a plurality of advertisers as set forth in Claim 44, further comprising a means for rotating a plurality of advertisers' exposure on the jump page, where the jump page contains space for a predetermined number of media placements such that when that number is exceeded, a plurality of advertisers' presence on the jump page is rotated, thereby providing additional advertisers with media placement at
15 a volume-discounted price.

 46. A computer program product for providing discounted Internet media placement to a plurality of advertisers set forth in Claim 36, further comprising means for providing an Internet-accessible user interface.

20 47. A computer program product for providing discounted Internet media placement to a plurality of advertisers as set forth in Claim 46, further comprising means for configuring the user interface to allow each individual advertiser to select media to be placed on the jump page.

25 48. A computer program product for providing discounted Internet media placement to a plurality of advertisers as set forth in Claim 36, further comprising a means for rotating a plurality of advertisers' exposure on the jump page, where the jump page contains space for a predetermined number of media placements such that

when that number is exceeded, a plurality of advertisers' presence on the jump page is rotated, thereby providing additional advertisers with media placement at a volume-discounted price.

- 5 49. A method for providing discounted media placement to a plurality of advertisers, the method comprising acts of:

 acting as an intermediary between a media provider and the plurality of advertisers;

10 receiving a large block of media at a volume-discounted price from a media provider;

 dividing the large block of media into a plurality of smaller media blocks;

15 providing the plurality of smaller media blocks to a plurality of advertisers at volume-discounted prices, whereby through receiving and dividing the large block of media into a plurality of smaller media blocks, the plurality of advertisers are able to receive media placement at a volume-discounted price.